Rubric – Blogging

Film Lit

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| **Element** | **4** | **3** | **2** | **1** |
| **Content and Creativity** | * Postings provide comprehensive insight, understanding, and reflective thought about the topic. * Postings present a focused and cohesive viewpoint that is substantiated by effective supporting examples. * Postings are creatively and fluently written to stimulate dialogue and commentary. | * Postings provide moderate insight, understanding and reflective thought about the topic. * Postings present a specific viewpoint that is substantiated by supporting examples. * Postings are generally well written with some attempts to stimulate dialogue and commentary. | * Postings provide minimal insight, understanding, and reflective thought about the topic. * Postings present a specific viewpoint but lack supporting examples. * Postings are brief and unimaginative, and reflect minimal effort to connect with the audience. | * Postings show no evidence of insight, understanding or reflective thought about the topic. * Postings present no specific viewpoint and no supporting examples are provided. * Postings are written in a half-hearted, disjointed manner that reflects no awareness of effective communication. |
| **Voice** | * Postings are written in a style that is appealing and appropriate for the intended audience and a consistent voice is evident throughout. * Postings reflect the author’s unique personality though expressive and carefully selected word choices that bring the topic to life. | * Postings are written in a style that is generally appropriate for the intended audience and an attempt is made to use a consistent voice. * Postings reflect a bit of the author’s personality through word choices that attempt to bring the topic to life. | * Postings are written in a style that does not fully consider the audience, and the author’s voice is difficult to identify. * Postings reflect almost no personality and little attempt is made to use effective word choices to bring the topic to life. | * Postings are carelessly written with no attempt to consider the audience and no awareness of author voice. * Postings are devoid of any personality; words used are trite and unexpressive. |
| **Organization** | * Uses a consistent organizational structure that is easy to follow and places the most recent posts at the top of the page. | * Uses a generally consistent organizational structure, with the most current posting listed at the top. | * Uses a loosely defined organization structure that shows minimal awareness of the need for consistency. | * Fails to provide a consistent organizational structure and shows no awareness of the need for consistency. |
| **Mechanics** | * Writes with no errors in grammar, capitalization, punctuation, and spelling. | * Writes with minimal editing errors in grammar, capitalization, punctuation, and spelling. | * Writes with major errors in grammar, capitalization, punctuation, and spelling. | * Writes with numerous major errors in grammar, capitalization, punctuation, and spelling. |
| **Hyperlinks** | * Includes links to relevant, up-to-date websites or documents that enhance the information presented in the blog postings. | * Includes links to websites or documents, but not all links enhance the information presented in the blog postings. | * Included links to websites or documents add little value to the information presented in the blog postings. | * Does not include any links, or the links selected are of poor quality and do not add any value to the information presented in the blog postings. |

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| **Graphics and Multimedia** | * Selects and inserts high quality graphics and multimedia when appropriate to enhance and extend the content. * Acknowledges all image and multimedia sources with captions or annotations. | * Selects and inserts graphics and multimedia that are mostly high quality and enhance and clarify the content. * Acknowledge most image and multimedia sources with captions or annotations. | * Selects and inserts many low-quality graphics and multimedia which do not enhance the content. * Acknowledge only a few multimedia and image sources and uses incomplete captions or annotations. | * Does not insert any graphics or uses only low-quality graphics and multimedia, which do not enhance the content. * Fails to acknowledge any image or multimedia sources, either with a caption or an annotation. |
| **Citation** | * Consistently uses standard bibliographic format to cite all sources, including direct quotations. * Accurately cites all sources of information to support the credibility and authority of the opinions presented. | * Uses standard bibliographic format to cite sources most of the time. * Most sources are cited accurately and support the credibility of the opinions presented. | * Does not use standard bibliographic format to cite sources, and citations are incomplete * Few sources are cited accurately, and they fail to adequately support the credibility of the opinions presented. | * Does not cite any sources * Does not provide any accurate information about sources used. |
| **Comments and Contributions** | * Writes comments on other students’ blog posting that are consistently positive, respectful, and succinct while providing a meaningful addition to the discussion. * Meets all goals and deadlines for posting comments on other students’ blogs. | * Writes comments on other students’ blog postings that are generally positive, respectful, and add value to the discussion * Meets most goals and deadlines for posting comments on other students’ blogs | * Writes comments on other students’ blog postings which often fail to show respect for other opinions. * Occasionally meets goals and deadlines for posting comments on other students’ blogs. | * Writes openly disrespectful and negative comments on other students’ blog postings. * Does not meet goals and deadlines for posting comments on other students’ blogs. |

